



Ferramentas para **Google Marketing**



Olá,

Sou o Marcos Potasz

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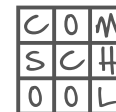
[@marcospotasz](#)

Linkedin: Marcos Potasz



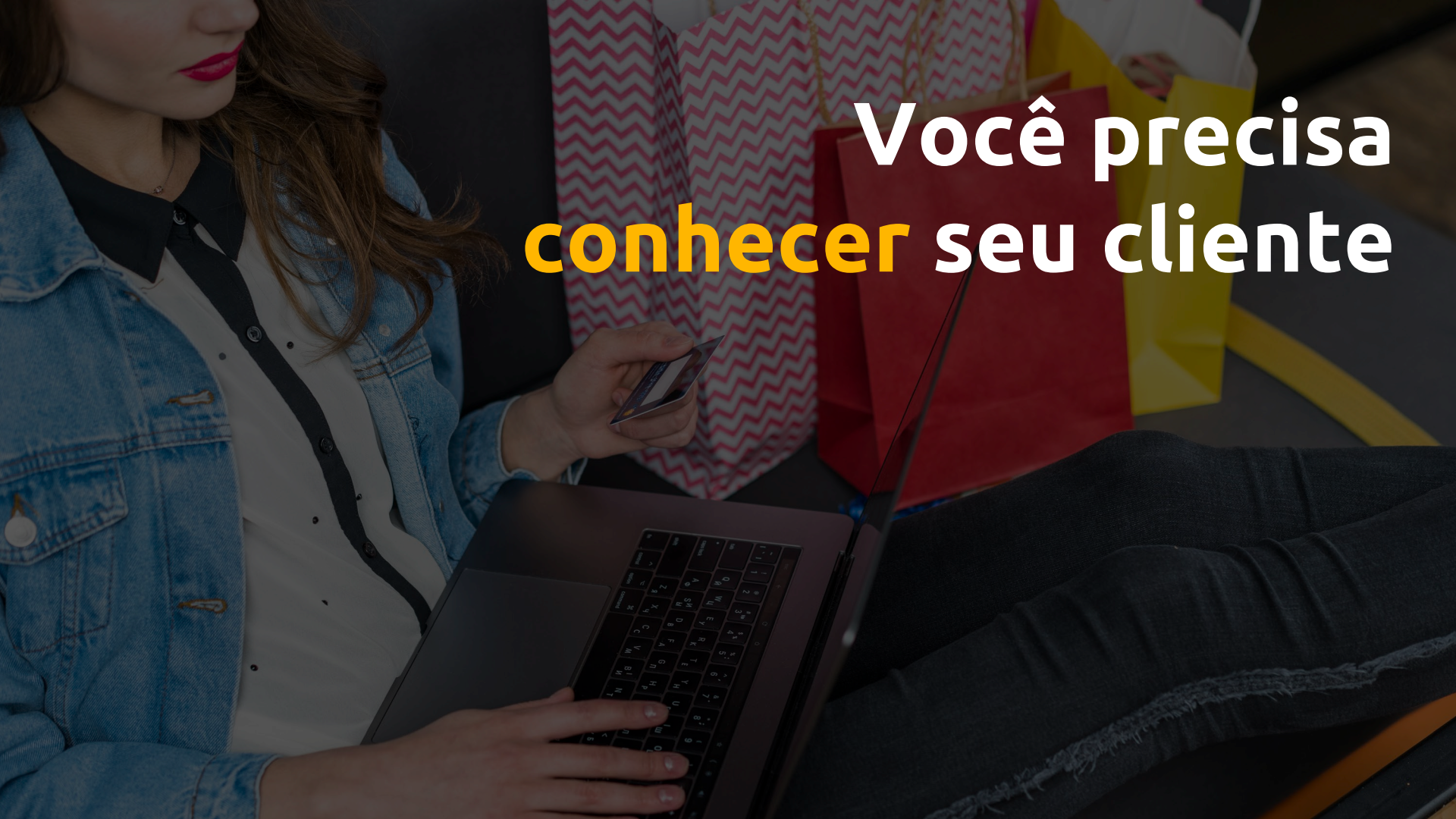
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Google Marketing



Qual o seu **objetivo**?

- Reais;
- Mensuráveis;
- Alcançáveis.

A woman with long brown hair, wearing a blue denim jacket over a white shirt, is sitting and using a laptop. She is holding a small card in her right hand. In the background, there are several shopping bags, including one with a red and white zigzag pattern, a red bag, and a yellow bag. The overall scene suggests a shopping or retail environment.

**Você precisa
conhecer seu cliente**

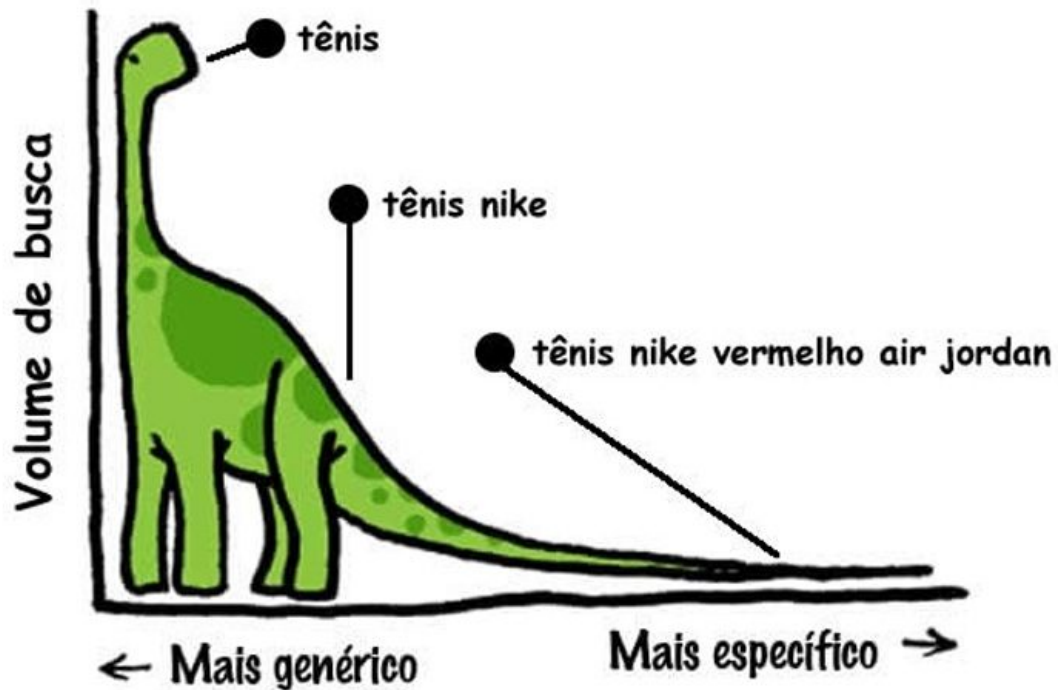
Qual é o seu
produto?



Long Tail



Long Tail



Aproximadamente 6.610.000 resultados (0,57 segundos)

Design de Moda no IED SP | Estude com quem é referência

[Anúncio](#) www.ied.edu.br/ ▾

Antecipe sua matrícula, use a nota do Enem no IED São Paulo. Formação em design, **moda**, comunicação visual e gestão de disciplinas criativas. Faça a sua inscrição.

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Curso Focado em Estratégias de Comunicação e Marketing para E-commerces de **Moda**. Ac...

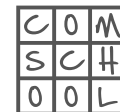
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Google Ads



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Keyword Planner

Google Ads | Keyword plan

GO TO REPORTS TOOLS

123-456-7890
john@doe.com

Locations: All locations Language: English Search networks: Google and search partners

Keyword ideas [DOWNLOAD KEYWORD IDEAS](#) Last 12 months Sep 2017 - Aug 2018

Search volume trends

Month	Total	Mobile
Sep 2017	8.5M	5.5M
Oct 2017	9.0M	5.5M
Nov 2017	9.0M	5.5M
Dec 2017	8.5M	5.5M
Jan 2018	9.0M	5.5M
Feb 2018	8.5M	5.5M
Mar 2018	9.5M	6.0M
Apr 2018	8.5M	5.5M
May 2018	8.5M	5.5M
Jun 2018	8.0M	5.5M
Jul 2018	8.5M	5.5M
Aug 2018	8.5M	5.5M

Found 324 keyword ideas

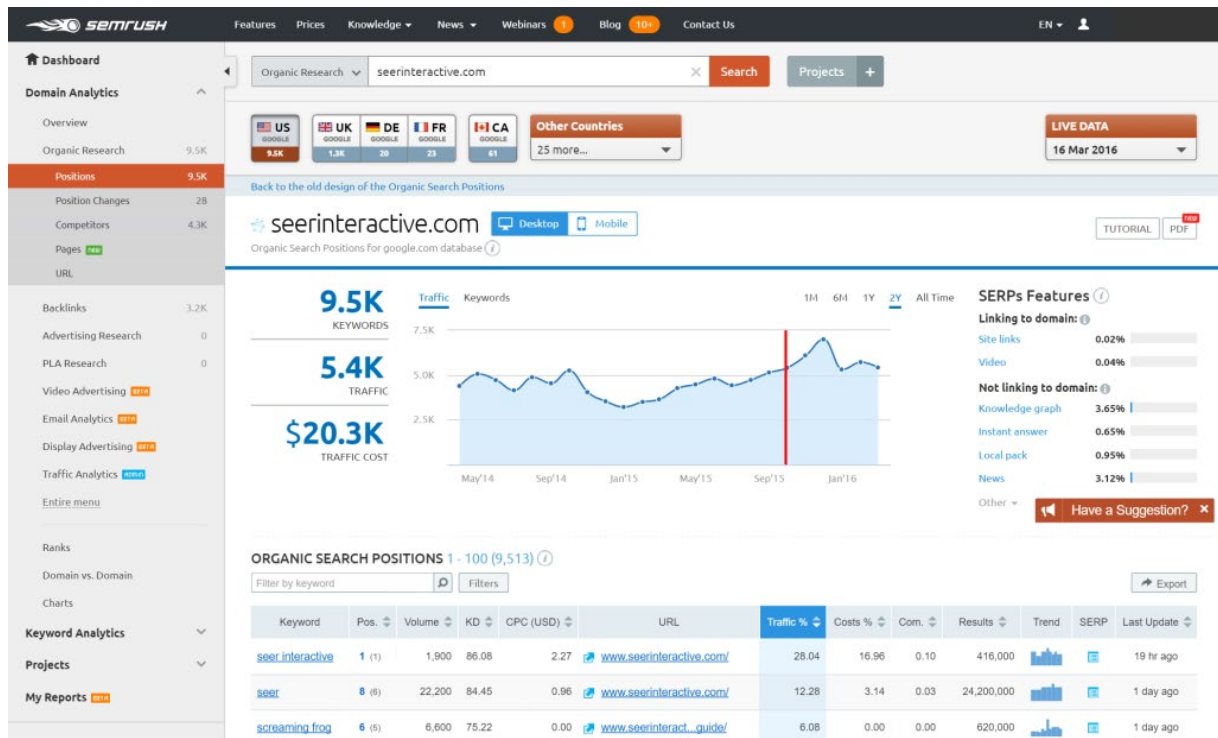
Exclude adult ideas Add filter

<input type="checkbox"/> Keyword (by relevance)	Avg. monthly searches	Competition	Ad impression share	Top of page bid (low range)	Top of page bid (high range)	Account status
<input type="checkbox"/> how to	1,000,000	Low	-	\$0.05	\$6.36	
<input type="checkbox"/> how t	49,500	Low	-	\$0.29	\$8.94	
<input type="checkbox"/> how to do	49,500	Low	-	\$0.06	\$0.85	
<input type="checkbox"/> how to	8,100	Low	-	\$2.54	\$7.76	
<input type="checkbox"/> how to t	6,600	Low	-	-	-	
<input type="checkbox"/> how tos	4,400	Low	-	\$0.01	\$10.50	
<input type="checkbox"/> how to how to	5,400	Low	-	-	-	

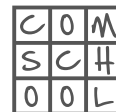
https://ads.google.com/intl/pt-BR_br/home/tools/keyword-planner/



SEM Rush



<http://semrush.com.br/>



Google Tag Manager

The screenshot displays the Google Tag Manager interface. At the top, it shows 'Tag Manager' with the account name 'All accounts > My Website' and the website URL 'www.mywebsite.com'. Below this, there are tabs for 'Workspace', 'Versions', and 'Admin'. The main content area is divided into several sections:

- CURRENT WORKSPACE:** Shows 'Default Workspace' with a search bar and a list of navigation items: Overview (selected), Tags, Triggers, Variables, Folders, and Templates.
- New Tag:** A prominent card with the text 'New Tag' and 'Choose from over 50 tag types.' Below it is a button labeled 'Add a new tag'. A red arrow points to this button.
- Now Editing:** A blue header card indicating the current workspace is 'Default Workspace'.
- Description:** A card with the title 'Description' and an 'Edit description' button.
- Workspace Changes:** A card showing statistics: 0 Modified, 46 Added, and 0 Deleted. Below it is a 'Manage workspaces' button.



Google Analytics

Overview

Create Shortcut BETA 

Right now

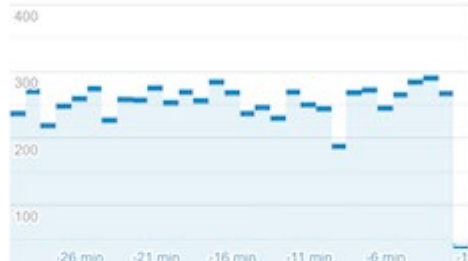
620

active users on site

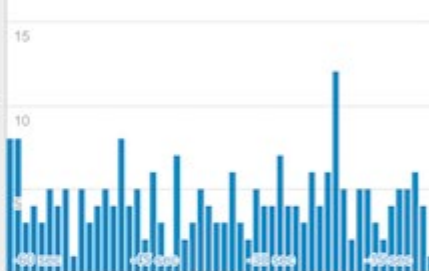


Pageviews

Per minute



Per second



Top Referrals:

Source	Active Users ↓
1. neilpatel.com	261
2. app.neilpatel.com	5
3. crazyegg.com	1
4. elitemarketer.id	1
5. keywordseverywhere.com	1

Top Active Pages:

Active Page	Active Users ↓	
1. /blog/facebook-traffic-messenger/	29	4.68%
2. /ubersuggest/	18	2.90%
3. /blog/	12	1.94%
4. /	9	1.45%
5. /es/blog/como-obtener-300...-al-dia-en-instagram/amp/	6	0.97%
6. /what-is-seo/	5	0.81%
7. /consulting/	4	0.65%

Top Social Traffic:



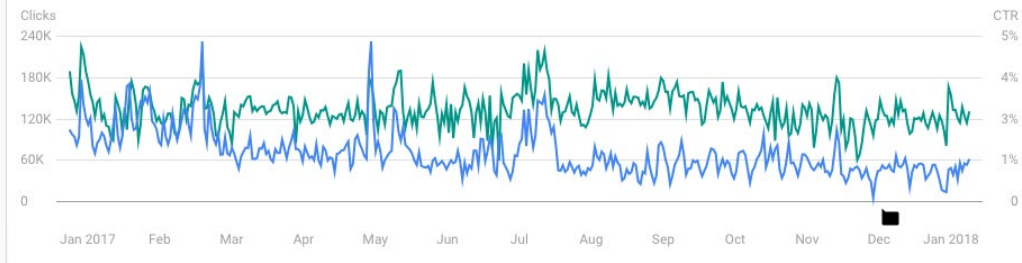
Google Search Console

Status > Performance

EXPORT

Search type: Web Date: Full duration + NEW

Last updated: Jan 3, 2017



QUERIES	PAGES	COUNTRIES	DEVICES	
Queries			↓ Clicks	CTR



Google Optimize



Google
Optimize 360



Google Data Studio

facebook.

Feb 28, 2017 - Aug 31, 2017

Overview

Cost & Impressions

by Amount spent, CPM, and Impressions



Clicks

by Clicks, CTR, and CPC



Actions

by Actions, Action Rate and Cost / Action.



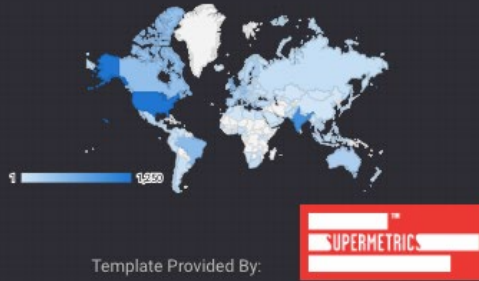
Top Campaigns

by ROAS, Amount spent, and Cost / Action.

	Campaign name	Return on ad spend ...	Amount spent	Cost per action
1.	Retargeting 2017	7.61	7,677.66	
2.	Past Engagement 2017	1.31	2,904.91	
3.	Prospecting 2017	0.43	8,381.14	
4.	Page Likes 2017	0	1,695.95	

Country Breakdown

by Conversions



1 - 4 / 4 < >

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Obrigado!

Prof. Marcos Potasz

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